

DPC SUBJOBBERS



- PROMOTION PERIOD -- AUGUST 1997 (4 WEEKS)
- ACCOUNTS WITH VOLUME <100 CARTONS / WEEK
- MUST SEND ATTACHED FLYER TO ALL CALLS UNLESS THEY ARE ON A VAP LIST
- BLACKLINE / STICKER @ \$.25 OFF A PACK
- \$33 PER 12M CASE WRAPPING ALLOWANCE
- BRANDS – ALL WINSTON BOX STYLES
 - » FF - LT - LT100 - UL - UL100
- ONE CARTON DISPLAYS
 - SUBS WILL BE INSTRUCTED ON PREPARING ONE CARTON DISPLAYS
 - CAN SPLIT CARTONS (5 PACKS EACH) TO OBTAIN LT, LT100, UL AND UL100 IN AN ACCOUNT
- MUST SHIP PRODUCT WITH ADVERTISING
 - STARBURST AND ADVERTISING
- MUST RETURN ATTACHED SELL SHEET FOR ANY PAYMENTS TO BE MADE BY RJR (ASSIST IN GENERATING A LIST OF ACCOUNTS TAKING DPC)
- \$1.00 PAYMENT PER STYLE
 - EXAMPLE: 1 CARTON FF BOX / HALF CARTON OF LT BOX AND LT BOX 100
 - » PAYMENT TO SUB = \$3.00
 - MAXIMUM PAYMENT IS \$5.00 FOR 5 STYLES
 - WITH MINIMUM SALES OF 3 CARTONS
 - FOLLOW-UP ORDERS \$1.00 DISPLAY PAYMENT

51847 0527

DPC
DIRECT ACCOUNTS



TWO PROGRAMS AVAILABLE FOR DIRECT ACCOUNTS

- TO ANY ACCOUNT SELLING <100 CARTONS PER WEEK
 - 20 PACK DISPLAY
 - WINSTON BOX / LIGHT BOX
 - ANY 2 WINSTON BOX BRANDS
 - \$1.00 PAYMENT PER DISPLAY
 - \$33 PER 12M CASE WRAPPING ALLOWANCE
 - \$.25 OFF PER PACK - BLACKLINE/STICKER
 - SHIP IN DISPLAY WITH ADVERTISING
 - PROGRAM ONGOING

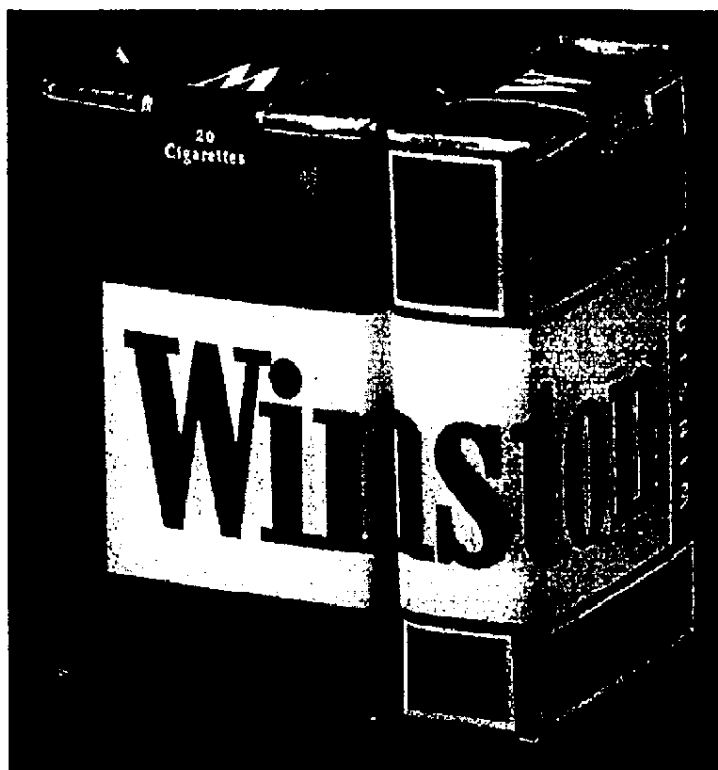
- LIST OF ACCOUNTS IDENTIFIED & SUPPLIED BY RJR
 - PROGRAM TO RUN FOR 4 WEEKS
 - SHIP CARTONS WITH ADVERTISING
 - ANY WINSTON BOX STYLE (FF, LT, LT100, UL, UL100)
 - \$.25 OFF PACK - BLACKLINE / STICKER
 - \$28 PER 12M CASE WRAPPING ALLOWANCE
 - \$1.00 PAYMENT PER STYLE SOLD AND REPORTED ON SUPPLIED LIST
 - » EXAMPLE: 1 CARTON EACH OF THE BOX STYLES FF,LT, LT 100, UL AND UL100 = PAYMENT \$5.00
 - » PAYMENTS MADE ON LIST PROVIDED
 - » FOLLOW UP ORDERS PAID AT \$1.00 PER CARTON

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Winston - No
Bull



**"NO-BULL
DEAL"**



- **1 OR 2 CARTON DISPLAYS**
- **25-CENTS OFF PER PACK**
- **5 BOX STYLES:**

FULL-FLAVOR BOX

LIGHT BOX / LIGHT BOX 100s

ULTRA LT BOX / ULTRA LT BOX 100s

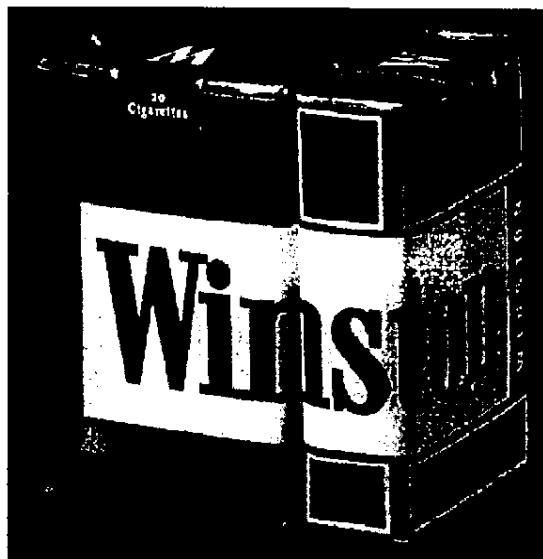


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Winston - No
Bull



NEW
WINSTON
\$.25 OFF/PACK
PROMOTION



RETAILER _____ **ACCOUNT #** _____

ADDRESS _____

CITY

STATE

ZIP CODE

TELEPHONE _____ **SIGNATURE** _____

PLEASE SHIP WINSTON PROMOTION AS FOLLOWS:

(BLACKLINE / STICKER PACKS 25 CENTS-OFF)

_____**WINSTON BOX** _____**WINSTON LT BOX** _____**WINSTON LIGHT BOX 100s**
CARTONS # CARTONS # CARTONS

_____**WINSTON ULTRA LT BOX** _____**WINSTON ULTRA LIGHT BOX 100s**
CARTONS # CARTONS

**HOLD THIS FORM FOR RJR REPRESENTATIVE - PAYMENT WILL BE MADE UPON
VERIFICATION OF DISTRIBUTION**



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Winston - No
Bull

NEW
WINSTON
PACK
PROMOTION



- ***5 BOX STYLES: FULL-FLAVOR BOX, LIGHT BOX, LIGHT BOX 100s
ULTRA LIGHT BOX, ULTRA LIGHT BOX 100s***
- ***\$1.00 PER STYLE INCENTIVE PAYMENT FOR BRAND STYLES SOLD
TO LOWER VOLUME RETAIL STORES (100 CPW OR LESS).***
- ***\$.25-OFF PER PACK PROMOTIONAL DISCOUNT.***
- ***SINGLE CARTON DISPLAYS / 2 STYLES PER CARTON MAXIMUM.***
- ***PROMOTIONAL POS INCLUDED WITH 1 CARTON DISPLAY.***
- ***ALL LOW VOLUME EXCEPT PM EXCLUSIVE & RJR VAP RETAILERS
ARE ELIGIBLE.***

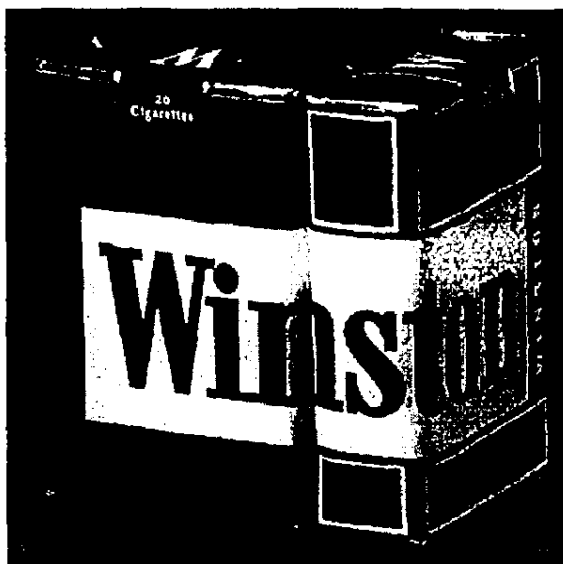


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Winston - No
Bull

WINSTON

PACK PROMOTION DETAILS



- ① **DISTRIBUTE RETAIL FLYERS WITH EVERY ORDER DELIVERED TO STORES SELLING LESS THAN 100 CARTONS PER WEEK (A.S.A.P.)**
- ② **TELE-MARKET LOWER VOLUME RETAILERS. USE RETAIL PREBOOK FORM TO RECORD SALES OF WINSTON BOX STYLES.**
- ③ **ASSEMBLE 1 CARTON DISPLAYS:**
 - FOLD FRONT PANEL OF CARTON HALF-WAY DOWN TO EXPOSE PACKS.
 - BLACKLINE / STICKER PACKS (\$.25-OFF)
 - PLACE SMALL STARBURST INSIDE CARTON IN FRONT OF PACKS
 - PLACE LARGE STARBURST BEHIND PACKS / STAPLE OR TAPE TO SECURE TO CARTON
 - FOLD LARGE STARBURST DOWN IN FRONT OF PACKS TO "CLOSE" CARTON / SECURE WITH TAPE.

NOTE: WRITE \$.25-OFF ON BOTH STARBURSTS WITH BLACK MARKER
- ④ **PAYMENTS:**

\$ 33.00 PER 12M CASE ASSEMBLED INTO 1 CARTON DISPLAYS W/REQUIRED POS.

\$ 1.00 PER BRAND-STYLE SOLD PER LOCATION (1 TIME ONLY) - WHILE FULL CARTON SALES OF BRAND STYLES IS PREFERABLE, PAYMENT WILL BE MADE FOR CARTONS SPLIT INTO 2 BRAND STYLES (EX.- 5 PKS FF BOX, 5 PKS ULTRA BOX = \$2.00 PAYMENT)

NOTE: DISTRIBUTION INCENTIVE WILL NOT BE PAID FOR BRAND STYLES SOLD TO PM EXCLUSIVE, RJR VAP / PREBOOK ACCOUNTS OR STORES SELLING OVER 100 CPW.

51847 0532

Winston - No
Bull



NEW
WINSTON
\$.25 OFF/PACK
PROMOTION



SUBJOBBER _____ **ACCOUNT #** _____

ADDRESS _____

CITY

STATE

ZIP CODE

TELEPHONE _____ **SIGNATURE** _____

PLEASE SHIP WINSTON PROMOTION AS FOLLOWS:

(BLACKLINE / STICKER PACKS 25 CENTS-OFF)

CARTONS **WINSTON BOX** _____
CARTONS **WINSTON LT BOX** _____
CARTONS **WINSTON LIGHT BOX 100s**

CARTONS **WINSTON ULTRA LT BOX** _____
CARTONS **WINSTON ULTRA LIGHT BOX 100s**



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